

INTERNET

How brands can use YouTube to generate sales

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Similar to other social media platforms, branded YouTube pages have the power to directly drive sales to ecommerce and bricks-and-mortar locations.

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Brands such as Louis Vuitton, Dolce & Gabbana, Fendi and Burberry are all creating YouTube pages that offer easy options to drive sales. Since social video is such a phenomenon in the luxury industry right now, sales via YouTube could be an easy way for luxury brands to use social media for monetary gain.

"YouTube is a fashion hub these days," said Ron Schott, senior strategist at [Spring Creek Group](#), Seattle. "With the increase in fashion-related content on the site like haul videos and demos, it has really taken off as a great place to not only see new styles, but to interact with brands."

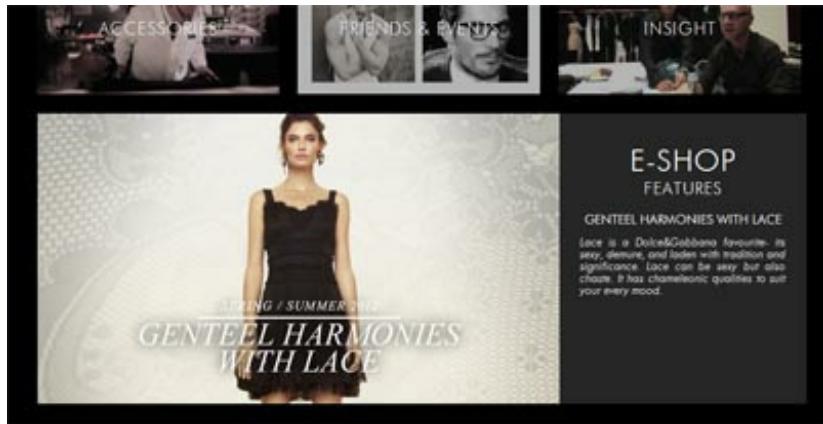
"It only makes sense to have an actual path to purchase directly from the place where users are seeing the styles and products," he said. "Social video is interesting, eye-catching and shareable."

"Static pictures only go so far and the average social user is looking for more from brands, especially in the fashion realm."

The new style

Brands are using YouTube to generate sales in a few different ways.

For example, Dolce & Gabbana's newly retooled YouTube page not only attracts attention to social videos centered around its latest lines and collections, but includes an ecommerce option that drives traffic right back to its online store ([see story](#)).



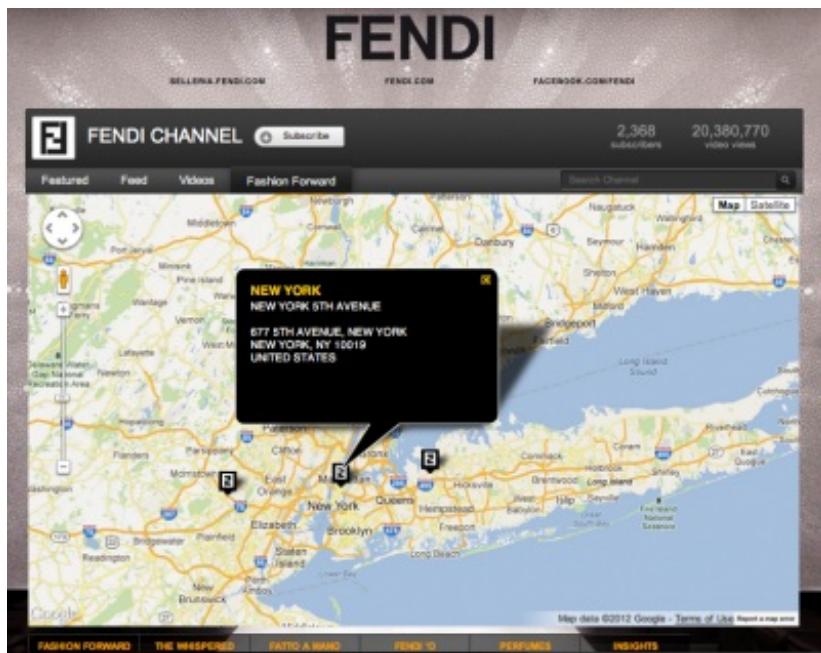
Commerce link on D&G's YouTube page

The current advertisement for the Dolce & Gabbana Web site is for the lace trend. Clicking on this section draws consumers right to the Dolce & Gabbana Web site where they can search through different trends.

Dolce & Gabbana's Italiana video

Alternately, Fendi drives consumers to bricks-and-mortar locations.

On Fendi's YouTube page, users can click on the "boutiques" section and are shown a map of every Fendi boutique in the world.



Fendi's YouTube page

Consumers can zoom in to their particular location and click on the icon, which brings up the address of that location.

This tactic could very well help drive sales.

FENDI X-Rated video

Many other brands including Gucci, Burberry, Ermenegildo Zegna and Louis Vuitton include links at the top of YouTube page to their Web sites. Even this can help drive traffic.

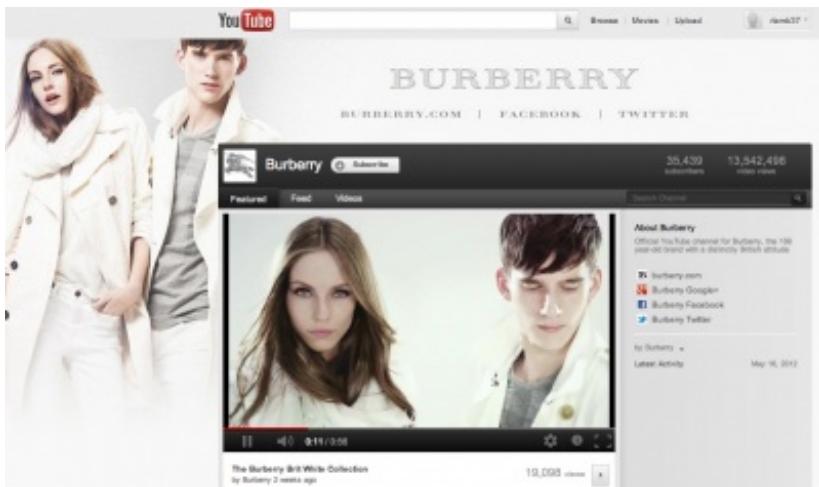
Embedded Video: <https://www.youtube-nocookie.com/embed/GzO-f4aLkuU>

Burberry Brit White Collection video

"Purchase influence comes in many forms," said Mary Elise Chavez, director of creative strategy for **Blue Fountain Media**, New York.

"Advertising, both traditional and digital, various forms of multimedia, word of mouth and social spread are examples of how a brand seed gets planted in a consumer's mind," she said. "YouTube's brand channels offer a bespoke interface that establishes a destination

for brand fans and viewers."



Burberry's YouTube page

Channeling the brand

Another big reason why luxury brands are so into YouTube is because social video is very popular with consumers, especially those who are younger.

Therefore, revamping a YouTube page so that consumers can watch multiple videos in one sitting and then providing a commerce link once they are in the shopping mood can prove very beneficial to luxury brands.

Luxury brands could try different ways to do this.

For example, fashion labels could describe how to wear the product, share runway shows or offer behind-the-scenes footage.

Brands could also try a virtual lookbook so that consumers can see various ways to wear products, Ms. Chavez said.

Marketers can even try linking inside the video to a particular product page on a brand's ecommerce site.

"The most important thing to think about when wanting to involve an ecommerce experience in a YouTube page is that brands have to lead with content," Spring Creek Group's Mr. Schott said. "When luxury marketers start to spend advertising money on YouTube, they are opened up to a whole host of additional activities that can help drive commerce, including the ability to link from videos to external sites using the annotations feature."

"Users on YouTube are really looking to be entertained, even if it is by a brand," he said. "Content needs to be engaging enough to bring people in and the experience needs to be seamless enough so as to not jolt the user."

"If they feel like there are too many disconnects or hoops to jump through between content and purchase, chances are they will never end up hitting the buy button."

Here are five additional YouTube videos from luxury marketers:

Marc Jacobs SS12 Mens Collection

Secret Garden - Versailles by Christian Dior

My New Friend Boy by Chanel

L'Odyssée de Cartier

Walking in Fabrizio Viti's Shoes by Louis Vuitton

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